

IN THE CLAIMS

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1. (currently amended): An article of manufacture for providing a separable and removable segment, label or coupon, comprising: (i) a first thin film layer having an upper surface with optional printed indicia and a lower surface with optional printed indicia which is permanent bond interface A; (ii) a second thin film layer having an upper surface and a lower surface, the upper surface being adhesively secured, directly, or through an underlying thin coated layer with optional printed indicia to the lower permanently bonded interface A of said lower surface of said first thin film layer (i) at a separable interface B; (iii) a paper or film substrate optionally printed with indicia laminated to the upper surface of the first thin film layer (i) with adhesive; (iv) an optional adhesive layer on the lower surface of second thin film layer (ii); (v) an optional releasable liner if a pressure sensitive adhesive is used as (iv); and (vi) a removable segment, label or coupon, having edges and defined in said first thin film layer (i), said paper or film substrate optionally printed with indicia (iii) by a diecut extending through said layers (iii), and (i) but not through said second thin film layer (ii) if the removable piece is less than the total size of the label and through second thin film layer (ii) if the removable piece is the total size of the label, wherein the removable diecut piece is provided with a pattern of selective variable adhesion through variable surface-treatment of the lower surface of said first thin layer (i) by applying no surface treatment in some areas and surface treatment in other areas, the upper surface of layer (ii) or both of said surfaces such that the adhesion at separable interface B is always less than the adhesion at permanent interface A.

10. (original): An article as in claim 9, wherein said geometric form is selected from a saw-tooth, a sine-wave, a herring-bone, a closed curve, a polygon, or any obvious equivalent thereof.

11. (original): An article as in claim 1, wherein the surface tension of the surface treatment is set to a predetermined level by increasing or decreasing the power of the treatment, by increasing or decreasing the exposure time of the treatment, or by increasing or decreasing the distance between the treatment source and the surface to which said treatment is applied.

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2. (original): An article as in claim 1, wherein the pattern of the differentially treated area extends under the removable area defined by the diecut.

3. (original): An article as in claim 1, wherein the film layer or layers comprise a polyester film, 0.2 to 7 mils thick.

4. (original): An article as in claim 1, wherein the substrate layer comprises paper stock of 15 to 150 # weight.

5. (previously presented): An article as in claim 1, wherein the means for providing selective variable adhesion through variable surface treatment is selected from corona-treatment, flame-treatment, plasma-treatment or a combination of any of the foregoing treatments.

6. (original): An article as in claim 5, wherein said treatment is carried out under conditions which produce a measurable differential of at least 1 dyne/cm, measured at the time of treatment.

7. (original): An article as in claim 1, wherein the pattern of the treated area covers from at least about 10 to about 90 percent of the surface and the untreated area covers from at least about 90 to about 10 percent of the surface.

8. (original): An article as in claim 7, wherein the pattern of the treated area covers from at least about 40 to about 60 percent of the surface and the untreated area covers from at least about 60 to about 40 percent of the surface.

9. (original): An article as in claim 1, wherein pattern of the treated area comprises a geometric form.